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Form PTO-1449 (Modified)
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Application Number	10/601,013
Confirmation Number	
Filing Date	June 20, 2003
First Named Inventor	Ashish Agrawal
Group Art Unit	2166
Examiner Name	Navneet K. Ahluwalia
Attorney Docket No.	249768071US

Sheet 1 of 1

U.S. PATENT DOCUMENTS

Examiner Initials*	Cite No.	U.S. Patent or Application		Name of Patentee or Inventor of Cited Document	Date of Publication or Filing Date of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
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FOREIGN PATENT DOCUMENTS

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OTHER PRIOR ART-NON PATENT LITERATURE DOCUMENTS

Examiner Initials*	Cite No.	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume issue number(s), publisher, city and/or country where published.	T
NKA	1	Overture – Content Match, "Get More Targeted Leads with Content Match™ (2 pages) http://www.content.overture.com/d/Usm/ac/ba/cm.html [Accessed 7/2/03]	
NKA	1	Morrissey, Brian, "Google Rolls Out Targeted Ads," February 27, 2003 (2 pages) http://www.internetnews.com/IAR/print.php/1730811 [Accessed 7/2/03]	
NKA	1	Morrissey, Brian, "Overture Readies New Search Products," May 9, 2003 (2 pages) http://www.internetnews.com/IAR/print.php/2203901 [Accessed 7/2/03]	
NKA	1	"Overture Unveils New Ad Product, Content Match to Compete with Google Service," July 1, 2003 (1 page) http://editorandpublisher.printthis.clickability.com/pt/cpt?action=cpt&expire=&urlID=6797754&fb=Y&pa [Accessed 7/2/03]	

EXAMINER

Navneet K Ahluwalia

DATE CONSIDERED

01/10/2006

*EXAMINER: Initial if reference considered, whether or not criteria is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to application(s).